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## LAVUR Furniture

### Executive Summary

Our company's goal is to completely transform the furniture market by offering fashionable, reasonably priced, and environmentally friendly furniture composed of recycled materials. We specifically cater to young individuals who are outfitting their first houses. Our goal is to become a market leader in environmentally friendly furniture, fostering affordability and high design standards together with sustainability and ease.

Our company, which is set up as a B Corporation, specializes in producing high-quality, easily-assembled furniture out of recycled materials. We have sofas, nightstands, and coffee tables in black, white, and hazy grey to choose from. Our target market is young people, and we want to provide affordable, eco-friendly furniture options that are both fashionable and useful. These products will be sold online and in-person exclusively at Target, with a unique marketing strategy to create hype through limited releases.

### Market Analysis

A major trend in the furniture industry is sustainability, driven by consumer desire for more reasonably priced and environmentally responsible solutions. Affordably priced, effortlessly assembled, and ecologically concerned furniture is what young individuals, especially those residing in cities, are looking for. Young adults between the ages of 18 and 35 who are moving into their first flats or homes make up our main target market. These people usually like cutting-edge design, care about the environment, and have a modest budget when it comes to adorning their homes.

Wayfair and IKEA are two competitors in this market, as well as other traditional furniture businesses. To set us apart from these rivals, though, is our USP—the only recycled materials we utilize and the screw-free, simple assembly method. We serve young folks who value both style and environmental effect by providing fashionable repurposed furniture for less than \$500.

### Product Description

We have customisable cushions for our recycled-material sofas, as well as coffee tables and nightstands in shades of white, hazy grey, and black. Because of their distinctive shape, these parts may be put together like a sturdy puzzle without the need for screws, which makes installation easy and clear. Young people's aesthetic tastes are not only satisfied by our furniture, it also fits with their principles of affordability and sustainability.

Our goods are currently in the final prototype stage, and we intend to test the market's reaction and enhance the designs in response to user input by doing a pilot production run.

### Revenue Model

We will make money via our retail agreement with Target as well as direct sales on our website.

All of our items are under \$500 because to our affordable pricing approach, which also maintains a healthy profit margin. Our sales plan consists of using in-person sales only at Target to increase our visibility and online sales through our website, with an emphasis on digital marketing to reach our target demographic.

### Market Strategy

Our marketing strategy focuses on creating hype and demand through limited releases and social media campaigns. We plan to engage influencers and run targeted ads to reach young adults. Products will be distributed through our online store and Target's physical locations, with the slim packaging design facilitating easy shipping and inventory management. We will utilize social media platforms, influencer partnerships, and targeted online advertising to attract and engage customers.

### Operational Plan

Our company will operate as a B Corporation, ensuring a commitment to social and environmental performance, accountability, and transparency. Daily operations will include production, quality control, packaging, and shipping, with a streamlined workflow to ensure efficiency and maintain product quality. We will source recycled materials from certified suppliers and focus on local manufacturing to reduce our carbon footprint, prioritizing sustainability and ethical practices throughout our supply chain.

### Financial Plan

We project initial revenue of \$500,000 in the first year, growing to \$3 million by the fifth year as we expand our product line and market reach. Major costs include production, marketing, R&D, and administrative expenses. We aim to keep costs low through efficient operations and bulk material sourcing. We are seeking \$1 million in seed funding to cover initial production costs, marketing, and operational setup, supporting our pilot production run and launch of our marketing campaigns.

### Social or Environmental Impact

The furniture industry contributes significantly to environmental degradation through deforestation and waste. Our venture addresses this by using recycled materials, reducing waste, and promoting sustainable living. Key stakeholders include young adult consumers, recycled material suppliers, Target as our retail partner, and investors focused on sustainability. We will measure our impact through metrics such as the amount of recycled material used, reduction in carbon footprint, and customer satisfaction regarding sustainability.

### Critical Discussion

By offering an environmentally friendly substitute, our project successfully mitigates the negative effects of traditional furniture manufacture on the environment. Affordable prices and simple construction make our items appealing to young adults. Our entire business strategy is based on sustainability, from locating recycled materials to creating goods with the least amount of waste and environmental effect possible. With a solid base in environmentally responsible operations and a distinct market need, our company has enormous growth potential. In order to satisfy customer demands and environmental objectives, we intend to continually innovate and broaden our product line and market reach.

## Appendix

Supporting documents include detailed resumes of the founding team, market research data, prototype images, and financial models to provide a comprehensive overview of the business plan.

Boni, L., Chiodo, V., Gerli, F., & Toschi, L. (2023). Do prosocial-certified companies walk the talk? An analysis of B Corps' contributions to Sustainable Development Goals. *Business Strategy and the Environment*. <https://doi.org/10.1002/bse.3612>

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Calderon-Monge, E., Pastor-Sanz, I., & Sendra-García, J. (2021). How to select franchisees: A model proposal. *Journal of Business Research*, 135, 676–684.  
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